




HOW TO MAKE
JAMS · JELLIES · MARMALADES

WITH ONE MINUTE'S BOILING

New & Tempting Ways of Serving Them



*N*OW, ANYONE, even
without previous ex-
perience, can make perfect
jams, jellies and marmalades every
time and with only one or two min-
utes' boiling. The Certo short-boil
method has eliminated all the uncer-
tainty—all the worry—and most of
the work from jam and jelly making.
You can now use any variety or com-
bination of fruits, fresh, canned, or
dried, as well as bottled fruit juices.

Use jams, jellies and marmalades
liberally—they satisfy the natural de-
sire for sweets and furnish them in a
healthful and appetizing form in an
endless variety of flavor and color.

122-
200



BETTER JAMS AND JELLIES

More Easily and Quickly Made

DON'T YOU remember jam and jelly making days when you were a child? Mother stirring and testing to see "if it would jell." It frequently wouldn't which meant more boiling with consequent wasting of the rich juice. And sometimes it never jelled at all and poor mother was so disappointed. She had worked so hard in the hot kitchen and after all her loving labor the jelly might be a failure, and worst of all she didn't know why, for sometimes it turned out all right and sometimes it didn't, although she used the same recipe and measured and boiled and watched with the utmost care. It wasn't mother's fault at all—the trouble was with the fruit itself.

The real reason for nine-tenths of the failures in jam and jelly making has been that fruits vary so much in the amount of jelling substance they contain. Even those fruits which have the most of it differ from season to season — and within the same season, losing it as they ripen — so that just when their flavor is finest they have been least suitable for jelly making. In



fact very few fruits have enough of this jellifying substance to jellify all the juice they contain, that is why by the old fashioned wasteful method the juice had to be boiled down until it was concentrated enough to set or "jell" the remaining juice. But now jam and jelly can be made from any fruit, when fully ripe, for after years of research the way has been found to extract this jelly making substance from fruits naturally rich in it; to concentrate, refine and give it to you in bottled form, under the trade-mark name, CERTO, for use with your rich-flavored, sun-ripened fruits.

Four things are essential to insure perfect jam and jelly and they must be present in the right proportions. Fruit or fruit juice—sugar—fruit acid—and most vital of all, that elusive jellifying substance the lack of which has prevented us from using some of our favorite fruits, consequently limiting our variety of jams and jellies.

By the old, long boiling method half of the fruit juice was boiled away. By the CERTO short-boil method practically all the juice is preserved so of course more sugar is required to jell this additional juice. There is no more sugar in a glass of jam or jelly made by the CERTO method than there is in a glass made in the old fashioned way, in fact very often there is less.

And don't forget the economy in fuel and energy in this new method. Sure success with one minute's boiling as against the old fashioned method with its hours of uncertainty, anxiety and heat, but that one minute's boiling must be a rapid, rolling, bubbling boil.

Now just a word about the plant where CERTO is bottled. If you could visit the scrupulously clean plant where this valuable jellifying substance is extracted from the fruit, refined and bottled, you would realize that the hard part of your jam and jelly making is being done for you under conditions which it would be hard to equal even in your own sunny, spotless home kitchen.



Answers to Your Questions

1. *What is Certo and what is it made from?*

CERTO is the natural jellying substance of fruit, taken from those fruits in which it is abundant, refined, concentrated and bottled for your convenient use.

2. *Why do Certo recipes call for more sugar in proportion to the fruit than the old fashioned recipes?*

Because the CERTO short-boil method does not waste the rich fruit juice whereas the old fashioned, long boiling process boiled half of it away, the extra sugar called for in CERTO recipes is needed simply to jell this extra juice. While old recipes calling for the long boil required less sugar per cup of juice to begin with, the long boiling so reduces the juice that the percentage of sugar in the finished jam or jelly is greater than in those made by the modern short boil method which starts with the correct proportion of all ingredients and boils only one or two minutes.

3. *How does the percentage of sugar in jams and jellies made by the Certo method compare with those made by the old fashioned long boiling process?*

The old fashioned products average a little higher in sugar than jams and jellies made by the CERTO method. The old, long boiling process used less sugar per cup of juice to begin with, but the boiling away of a large proportion of the juice left a sugar content of 64% to 66% whereas those made by the CERTO method average from 60% to 63%.

4. *Can less sugar be used than the Certo recipe calls for?*

Jams and jellies *must* contain a fixed amount of sugar as called for in the CERTO recipes else they will not set or "jell" but will remain syrupy. CERTO supplies the natural jellying substance to jell the fruit without boiling it down, but a definite amount of sugar is necessary too and so the full amount of sugar called for in the recipe *must* be used.

5. *What causes fruit sometimes to float in jars?*

Fruit floating to the top of glasses after pouring is due to one or more of these reasons:

(1) Filling glasses before jam has cooled enough to hold the fruit in place. To prevent this the jam should be stirred and cooled for just the length of time called for in the recipe used.

(2) Not thoroughly crushing the fruit in those recipes where such crushing is required.

(3) A slow, simmering boil when it should always be a full, rolling, tumbling boil for the full time given.

6. *Do Certo jams and jellies keep as well as the old fashioned preserves?*

They keep better because if *made* and *sealed* according to CERTO directions the preservation is made perfect.

7. *Is it advisable to double the recipe?*

Doubling the recipe is dangerous because the ordinary kettle would only permit of a simmering boil instead of full rolling boil called for. If, however, you do double the recipe be sure to double all items in the recipe including the boiling time and cooling time.

8. *How can jam and jelly be made more tart?*

By adding the juice of one lemon to any recipe, blending it with the fruit or fruit juice.

9. *How does the cost of Certo jams and jellies compare with those made by the old, long-boiling process?*

CERTO jams and jellies cost less on every count—less per pound or per glass as regards ingredients; less from the fuel standpoint and certainly less as regards time expenditure.

Here is a cost comparison made with Raspberry Jam; the old way and the new way.

COST COMPARISON

RASPBERRY JAM

*By the old method, you made
Raspberry Jam in this way—*

2 qts. raspberries	at	20¢	=	40¢
2 lbs. sugar	at	7¢	=	14¢
				<hr/> 54¢

Boiling time, about 25 minutes.

This made only six eight-ounce glasses of jam.

RASPBERRY JAM

But now, with Certo, you use—

2 qts. raspberries	at	20¢	=	40¢
2¾ lbs. sugar	at	7¢	=	20¢
½ bottle CERTO	at	35¢	=	18¢
				<hr/> 78¢

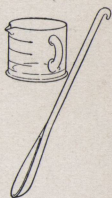
Boiling time, only one minute.

And, instead of only six glasses of finished Raspberry Jam, you have ten glasses!

Because you save all of your delicious fruit juice by the CERTO, short-boil method, the actual cost per glass of your jam or jelly is from one to three cents less than when you made it by the old, long-boiling method.

Handy Hints on Jam and Jelly Making by the CERTO Short-boil Method

Utensils: Be sure to use a large size preserving kettle and if possible a long wooden spoon. Use standard $\frac{1}{2}$ pint measuring cups for everything. All measurements are level.



Count aloud cups of sugar and fruit. One cup too much or too little will make preserves too hard or soft.

If you use less sugar than the recipe calls for your jam or jelly will be very soft or will not set and no additional amount of CERTO will harden it.

Timing the Boil: IMPORTANT. Start timing boil only when a full rolling, foaming boil is reached while stirring.

To Make Softer Jams: For a very soft jam $\frac{1}{2}$ cup less sugar may be used in the following jam recipes: Blackberry, Cherry, Elderberry, Plum, Raspberry and Rhubarb. Jams made with this smaller quantity of sugar usually take longer to set.

Measuring Certo: To measure a half cup, simply pour out to the " $\frac{1}{2}$ cup" mark on bottle underneath recipe book. This is easier than using a cup.

Paraffin While Hot: A space of at least $\frac{1}{2}$ inch should be left at top of glass for proper paraffining. As soon as each batch is poured, cover immediately with a thin coating of hot melted paraffin right on top of the hot jam or jelly. This protects it at once. Melted paraffin does not mix with the jam or jelly but floats on top of it. **Seal Again When Cold.** After jam or jelly is cold, or next day, add a heavier coating of hot melted paraffin and roll each glass to make hot paraffin run around the edges and make a perfect seal. This double coating keeps jams and jellies perfectly for any length of time. Paraffined glasses require no other covers except sheets of paper laid over the tops of the glasses to protect them from dust. A convenient way to paraffin is to keep and melt the paraffin in a small metal teapot.



BY SLICING or halving the berries, the sugar reaches the very heart of the fruit. You can make about ten glasses of luscious Strawberry Jam at a cost of only about 10c. per glass.



Sliced Strawberry Jam

NOW PLEASE don't say Strawberry Jam doesn't taste like strawberries. Just make one batch by the CERTO recipe and the chances are you'll go right out and buy more berries to fill some of your empty glasses. The color and flavor of this jam so closely resemble the fresh fruit that a great many people put it up in large jars and use it for winter shortcakes.

Raspberry and Currant Jam

RASPBERRIES for flavor and currants for juice. A wonderful combination—good as a filling for a sponge or other simple cake. It makes a delicious flavoring for ice cream too as well as being good to eat just as jam. And we can use jams so much more freely and generously now they are so easy to make by the CERTO short-boil method.



THIS ever-popular jam is now made even better, because with Certo you can use fully-ripe, rich-flavored currants and raspberries.



WITH PLENTY of jam in the closet one is never at a loss for a dessert. Serve just as jam with crackers, or use to "pretty" or extend an otherwise limited or costly pudding.

Ripe Peach Jam

TELL THE children they can have bread and Peach Jam and they will consider it a special treat. And jam is so good for them,—they use up energy so fast that they need sugar, the quickest energizer known, to replace it equally as quick. They need fruit too with its natural acids so give them plenty of bread and jam.

Pineapple and Strawberry Jam

HERE'S ONE of the newer jams made possible by the CERTO method. When pineapple and strawberries are blended we have a color and flavor combination hard to equal. By exactly following the CERTO method there is no possibility of "failure"—that's a word which can be crossed out of our vocabulary as far as the preserving kettle is concerned.

THE RICH flavor of both pineapples and strawberries can now be imprisoned for winter use in jams and jellies made by the Certo short-boil method.





THE REASON Certo jams and jellies taste so good is because there is sealed up in them the delicate flavor and aroma formerly boiled away.

Cherry Jam

THE CHERRY JAM most of us remember was of the consistency of a rich, almost cloying syrup, the cherries in it hardened by the long cooking necessary to thicken the syrup. Now, with the aid of CERTO, the jam consistency is secured with but a few minutes' cooking which obviously means a richer cherry flavor.

Banana Butter

A BRAND NEW way of serving bananas and a digestible way too because the fruit is very thoroughly crushed in the making. Be sure to select fully ripe mellow bananas to insure a rich full flavor and use as a spread for bread or as a sandwich or cake filling. It takes but a few minutes to make, the cost averages less than eight cents a glass, and it is just as good as it is inexpensive.

THE BANANA is a valuable addition to our dietary—rich in food value and high in calories. In Banana Butter we have a new way of utilizing this popular fruit.



RELISHES and jams help to build a house-keeper's reputation and here is a new and different one just as good to eat as it is easy to make and oh, so inexpensive.



Green Pepper Jam

GREEN PEPPER JAM, or, to be a little more exact, Green Pepper Relish is exceptionally good. Serve it with broiled fish, with entrees and with both cold and hot meats. Beat a little into your mayonnaise or other salad dressings; add it to jellied or plain green salads, and by the way, if you want color use sweet red peppers with the green ones in any proportion you prefer.

Dried Fig Jam

FIG JAM is unusually good as a cake filling and as the dried fruit is used it can be made at any season—Winter or Summer. The actual making takes but a few minutes. As figs are a valuable adjunct to our diet be sure to include Fig Jam on your list.



FIGS HAVE a high sugar content but are lacking in that natural jellying property which Certo now supplies. Keep a supply of Fig Jam on hand, especially for cake fillings.



Banana Nut Salad



Jelly Roll



Jam Tartlets

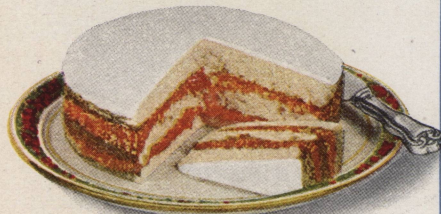


Fig Layer Cake

ISN'T IT a comfort to have a closet filled with jams and jellies ready for everyday use; to give a gay and festive appearance to the plainer desserts, cakes, etc., and ready for those emergencies which occur occasionally even in the best regulated households?

Put meringue on your pies lattice-fashion with a cube of jelly in each hollow square; when making tapioca cream put the yolks of eggs *into* it and the whites as meringue *onto* it with jelly between; make jam filled cookies, tarts and jelly doughnuts; for afternoon tea or after the movies serve jelly or jam sandwiches, plain or toasted. Oh! there are so many things one can do to avoid the sameness which characterizes our daily meals.

Does your salad look flat and colorless? A bit of bright jelly on each service will tone it up. Serve jams, jellies and conserves with your meats to round out and amplify the meal. Serve them regularly at all meals just for their own sweet sake. They're so easily, quickly and inexpensively made by the CERTO method.



Toast with Marmalade



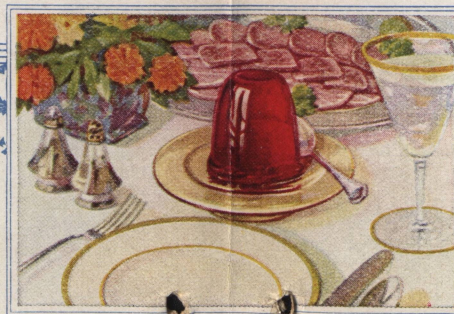
Crackers and Cheese with Grape Jelly



Jelly Sandwiches



Waffles with Strawberry Jam



Serve Jelly with Cold Meats



Fruit Charlotte



STRAWBERRY Jelly
*—you simply never
 could make it before
 But it's so simple and
 easy now, and oh! how
 delicious. You will find
 the recipe in the
 booklet under the
 bottle label.*

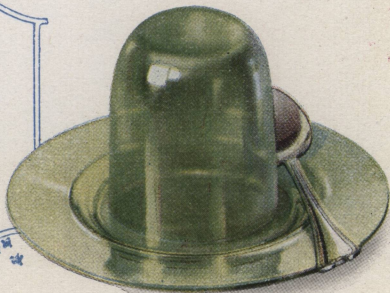
Strawberry, Raspberry, Blackberry, Loganberry Jelly

MOST OF these jellies you have never made because you were reasonably sure they would not jell. You were right—these fruits are lacking in natural jellifying quality which CERTO now supplies. But now with the CERTO short-boil method you can make them so fresh and tempting in flavor that you could almost shut your eyes and believe you were eating the fresh fruit itself.

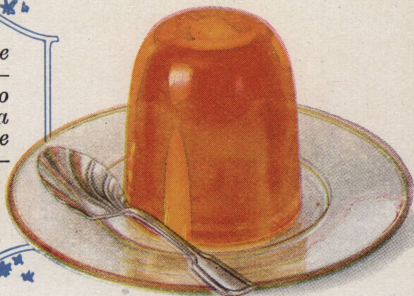
Mint Jelly

ROAST LAMB and Mint Jelly! Everybody likes it. You can substitute spearmint extract for fresh mint if necessary. It's nice, too, to realize that you have the jelly ready for service with lamb chops or any entree made from the left-over lamb without having to fuss over a mint sauce at the last minute.

MINT JELLY made
*the Certo way costs
 only about 8 cents per
 glass. Can you have any
 other equally delicious
 and refreshing meat ac-
 companyment at so
 small a cost?*



EVERYONE likes the flavor of oranges—and oranges are so healthful. Here is a most appetizing Orange Jelly. Three oranges—sugar—and Certo, plus a few minutes, are all that is needed.

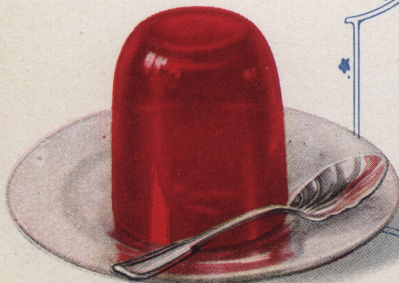


Orange Jelly

IF YOU never ate Orange Jelly you have missed a treat! Imagine being able to make seven glasses of clear amber jelly from three oranges! The flavor extracted from the little oil cells in the rind gives it tang and snap. When shall you use it? Just as jelly of course; as an accompaniment to roast duckling or beaten into mayonnaise or other dressing for a plain salad.

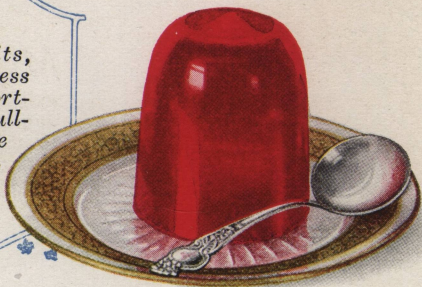
Red Currant Jelly

EVEN Red Currant Jelly occasionally failed to jell. With the CERTO short-boil method it always jells—and besides you get half again more jelly from the same amount of fruit—and oh, the difference in flavor when you use plump, luscious, sun-ripened currants.



EVERYBODY makes Currant—the standard jelly, but it doesn't always "jell" unless you use Certo—then there's no question whatever about it—it always jells!

*FLAVOR, in fruits,
comes with ripeness
and by the Certo short-
boil method ripe full-
flavored fruits can be
used in all jellies with
certainty of success.*



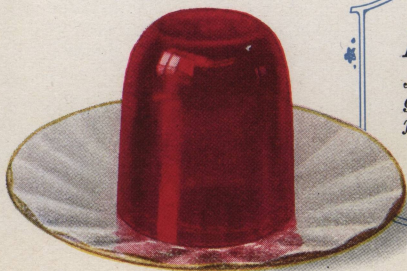
Ripe Plum Jelly

WE ALL know plum *jam*—but ripe Plum jelly that's another story. You could fill a whole shelf with jellies made from plums—pale greengages—yellow egg plums—pinky red ones—deep purple plums and wine colored damsons. It is so easy now, to make jellies the CERTO short-boil way, that you will want to make every variety as the fruits come along.

Ripe Grape Jelly

GRAPE JELLY—the universal favorite—so rich in color, flavor and aroma. Good alone—with meats—in sauces—in cake fillings and sherbets. One-half minute's boiling is enough by the CERTO method and there's practically no loss of juice or flavor.

You can make Grape Jelly from bottled grape juice too—think of it—six glasses from a pint bottle in fifteen minutes!



*IT'S SO SIMPLE and
easy to make Grape
Jelly now from ripe
grapes! Four cups
juice, eight of sugar and
one cup of Certo will
give you 12 glasses—
perfect every time!*



***M**ARMALADE is the most inexpensive way of serving the valuable citrous fruits, especially when made by the Certo method. It fits into every meal and costs less than 10c. per 8 oz. glass.*

Orange and Lemon Marmalade

IT USED to be at least a two day job to make marmalade but now with the CERTO short-boil method approximately an hour's time will suffice and you will have more marmalade of a better and fresher flavor. The speed with which jams, jellies and marmalades are made with CERTO may not be the chief advantage gained by its use, but it certainly is an important point in its favor.

Fruit Conserve

ANY COMBINATION of fruits, fresh, canned or dried can be used with nuts and raisins for added richness. Serve as a relish with meats, or for afternoon tea with toast or biscuits. It's lucky you *can* use any fruit, for you will surely need more than one batch in a season!

***C**ONSERVES always sound rich and luscious and are good with both sweet and savory dishes or for that midnight "snack" after the theatre!*



Jams, Jellies and Marmalades can now be made during the Winter Months

Using Fresh, Canned or Dried Fruits, also Bottled Fruit Juices



WITH CERTO any month may be a preserving month, for when the glasses of jam and jelly made in the Summer are emptied they may be refilled with those made from canned or dried fruits or from bottled fruit juices, to say nothing of cranberries and the various citrus fruits—grapefruit, oranges, lemons and limes, which may be used either separately

or in combination.

Take Grape Jelly for instance—if you need a further supply you can make it from bottled grape juice literally in fifteen minutes. Indeed it is so good and so easy to make that some people say they cannot see the object of crushing and squeezing and straining fresh grapes for it. In making grape jelly from bottled grape juice measure three cups of sugar and two cups of grape juice into a large saucepan, stir them until boiling, then add one-half cup of CERTO and boil vigorously for half a minute—that's all except that it must stand for a minute before it is skimmed, poured and paraffined. And when these six glasses of fresh flavored jelly—for that's what it makes—are all used it is equally easy to make up another batch.

Canned Pineapple Jam, too, has a very superior flavor—use two cups of either crushed or finely chopped sliced pineapple, three and one-half cups of sugar and one-half cup of CERTO. Bring the fruit and sugar to a rapid boil and boil hard for half a minute. Remove from the fire and stir in the CERTO. Skim, pour and cover with hot melted paraffin. You surely want a few glasses of this if only for use as a cake filling or as a topping for ice cream or orange ice.



We spoke of citrus fruits—please try the Three Orange Jelly, or if you prefer it Grapefruit or Lemon Jelly or perhaps Orange and Lemon Mixed. The recipes are in the recipe book under the bottle label and remember every recipe has been thoroughly tested so that you need have no hesitation about trying them.



And how about a combination of flavors—Dried Apricot and Canned Pineapple for instance—this is one of the very few CERTO jams for the making of which a little more time must be allowed because it is necessary for the dried fruit to stand overnight with water to re-absorb the moisture lost in the drying process. The apricots must also be simmered a little while but when you taste it you will quickly realize that it is well worth the slight additional expenditure of time.

Another new one is Prune Jam. Prunes you know have valuable food properties and this gives a new and quite different way of serving them. The method of making is very similar to that used for the dried apricot and canned pineapple jam. For service with rich meats—roast duck or pork for instance, we can thoroughly recommend Prune Jam.

Then there is Raisin Jam made from packaged raisins but be sure to select the richer flavored, large seeded ones. This is a slow setting jam so do not be disturbed if it doesn't become firm quite as quickly as you think it should. The actual recipe for this and many other jams is given in our regular recipe book which comes with every bottle of CERTO.



And don't forget Marmalades—Orange; Orange and Lemon; Orange and Grapefruit. They are so delicious, and so easily and quickly made by the CERTO method. Served with the breakfast toast, in sandwiches, or with hot biscuits, they are a treat indeed.



Suggestions for Serving CERTO Jams and Jellies

Bridge Luncheon:

Frenched Lamb Chops with Saratoga Potatoes, Individually Molded Mint Jellies.

Broiled Spring Chicken — Fruit Conserve.

Broiled Sweetbreads — Green Pepper Jam or Gooseberry Jam.

Chicken Terrapin — Wild Cherry Jam.

Filet Mignon — Spiced Cranberry Jam.

Orange and Malaga Grape Salad, garnished with cubes of Ripe

Plum Jelly — French Fruit Dressing.

Orange and Nut Salad with Raspberry Cream Dressing.

Charlotte Russe with Canned Apricot and Pineapple Jam.

Danish Pastry decorated with variety of CERTO Jellies.

Tea or Reception:

Rolled or Ribbon Sandwiches with filling of—Potted Meat and Green Pepper Relish—Quince Jam and Cream Cheese—Orange Marmalade and English Walnuts.

Crushed Strawberry Sundae.

Petit Fours—CERTO Jelly Frosting.

Pastry Fingers — Orange and Grapefruit Marmalade Filling.

Sunday Night Supper:

Chicken Mousse — Green Pepper Relish.

Cold Smoked Tongue, Lettuce Salad with Pepper Relish Mayonnaise.

Hot Biscuits — Fruit Conserve.

“Roll ‘Em Ups”—Jam Filled.

Layer Cake—Fig, Blackberry, Strawberry or Pineapple Jam Filling.

Jelly Filled Cup Cakes.

Jelly Roll—CERTO Jelly Filling.

Thimble Cookies — Raisin Jam Filling.

SUGGESTIONS for PICNIC and SCHOOL LUNCHES

Sandwiches:

Graham Bread, Minced Meat, Pepper Relish.

Nut Bread, Cream Cheese, Grape Jelly.

Raisin Bread, Cottage Cheese, Cranberry Marmalade.

Meat Loaf—Cranberry Jelly.

White or Whole Wheat Bread, Fig Jam, Grated Orange Rind.
Cold Sliced Chicken—Currant Jelly.
Sausage Meat Rolls—Apple Jelly.
Jam Turnovers—any preferred Jam.

GOOD COMBINATIONS

With Roast Chicken or Turkey serve Currant or Cranberry Jelly.
With Roast Lamb serve Currant or Mint Jelly.
With Roast Pork serve Apple or Cranberry Jelly.
With Wild Duck serve Currant or Plum Jelly.
With Squab serve Currant Jelly.
With Goose serve Apple Jelly.
With Roast Ham serve Grape Jelly.

A FEW ADDITIONAL SUGGESTIONS

Dot Brown Betty with cubes of Grape, Currant or Plum Jelly either before or after baking.
Spread Rice Meringue with any tart jelly before topping with the meringue.
Make Glorified Bread and Butter Pudding with sandwiches of bread and butter filled with jam or jelly.
Spread thin pancakes with any tart jelly or jam before rolling up.

Jams and Jellies are so good for Children as well as Grown-ups

As children so strongly crave sweets isn't it wiser to supply them generously at the family table in their best forms as jams and jellies, thus to some extent at least eliminating the desire for in-between-meal candies? It is so easy now with the CERTO short-boil method to make good jams and jellies, and when home-made one knows exactly what ingredients go into them—pure fresh ripe fruit, pure sugar, pure CERTO—making staple delicacies which we may well be proud to serve.

Give the children a glass of milk and a jam sandwich when they come in hungry from school before they go to bed. Include or jam in the school lunch wheat bread and butter are real body builders to the children and are

or hike, or perhaps just small glasses of jelly box with whole sandwiches—these which taste good good for them.



Home-made Jams and Jellies for Sale!!



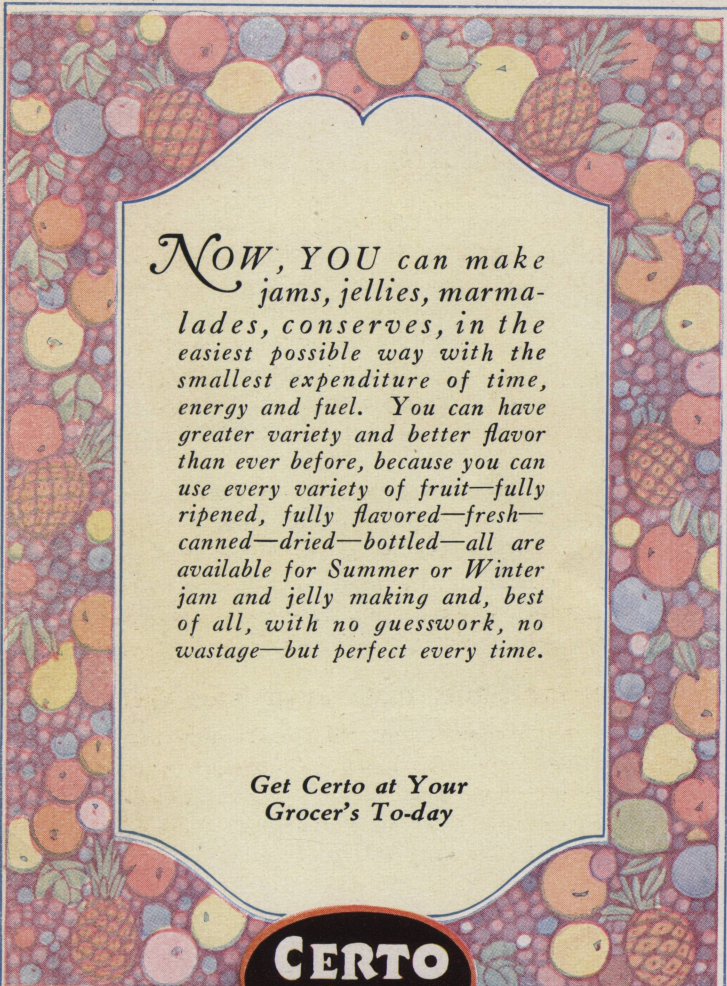
DO YOU want to make a little extra pin money for yourself? Or perhaps to earn your allotment for the missionary box? Or to help your church fair or club? Then make up for sale a few dozen jars of jams and jellies the CERTO way. It means little work and quick returns—grape jelly for instance when made with CERTO costs approximately ten cents a glass and can easily be sold at twenty-five cents—a profit of fifteen cents a glass or fifteen dollars a hundred. The same is true of pineapple jam and a number of others. Even making up a hundred glasses each of two varieties and re-funding yourself the actual cost there will be a clear profit of thirty dollars.

And you know at any sale the table of home-made goodies whether they are cakes, canned fruits, jams or jellies is always the most popular and the one to sell out first—particularly if you specialize on the more unusual CERTO combinations—for instance, pineapple and strawberry jam, green pepper jam, mint jelly, cranberry marmalade or ripe plum jelly.

Jams and Jellies make such Nice Gifts

The shut-in, the convalescent, the friends with just a kitchenette apartment, the bachelor maid, the boys and girls at school or college—how their eyes will brighten when they receive an assortment of your home-made jams and jellies. For Christmas and birthdays they will of course be packed in fancy boxes or baskets and “prettied” with tissue or crepe paper, bright ribbon and gay tags, accompanied perhaps by a rhyme or jingle if your talent lies in that direction. Use them as gifts for the shower for the “bride-to-be”—a few full sized glasses and a few smaller ones “just for two.”



A decorative border surrounding the central text area, featuring a dense pattern of various fruits including pineapples, oranges, lemons, and small berries in shades of red, orange, yellow, and blue.

*Now, YOU can make
jams, jellies, marmalades, conserves, in the
easiest possible way with the
smallest expenditure of time,
energy and fuel. You can have
greater variety and better flavor
than ever before, because you can
use every variety of fruit—fully
ripened, fully flavored—fresh—
canned—dried—bottled—all are
available for Summer or Winter
jam and jelly making and, best
of all, with no guesswork, no
wastage—but perfect every time.*

**Get Certo at Your
Grocer's To-day**

CERTO
FOR MAKING
JAMS & JELLIES



*Fill your shelves
with a variety of delicious
Jams, Jellies and Marmalades*

IT IS so simple and easy to make them by the CERTO method, and so economical too, and your Jams and Jellies will taste better and look better than ever before. Make up a liberal assortment.



There is a Recipe Book
under the label.

DOUGLAS-PECTIN CORPORATION, ROCHESTER, N. Y., U. S. A.
DOUGLAS PACKING CO., LTD., COBOURG, ONT., CANADA